

A Statewide Conference on

Social Enterprise

ASU Center for Nonprofit Leadership & Management
In collaboration with

Glendale Human Services Council
Partnership for Community Development/ASU, West Campus
Social Venture Partners

March 3 - 4, 2005



Sheraton Crescent Hotel
2620 West Dunlap Avenue, Phoenix, AZ

Event Summary

The Annual Forum on Nonprofit Effectiveness, held on the first Friday of March each year, is designed to stimulate thought about best practices in nonprofit leadership and organizational effectiveness as well as provide affordable access to the latest and most innovative thinking on core issues.

This statewide conference focuses on Social Enterprise within the Nonprofit Community. Social entrepreneurs pursue opportunities to create social value. This conference will explore how nonprofit leaders and their community partners can think differently, innovatively, and creatively in their approaches to building capacity and creating social value.

Conference speakers will offer their experiences as social entrepreneurs along with practical funding strategies. Workshops will focus on Strategic Partnerships, How to Access Soft Money, Creative Resource Development, Earned Income: Fee for Service, Earned Income: Product Sales, and Creating Revenue-Generating Opportunities.

This conference is planned for those who are exploring new ideas for creative resources as well as those already in the midst of entrepreneurial activity. It will address the needs of small and large nonprofits as well as rural and metropolitan organizations. It will also help answer the question of how to obtain seed funding for entrepreneurial strategies.

Keynote Speakers



Kathleen P. Enright is Executive Director of Grantmakers for Effective Organizations (GEO). GEO's mission is to maximize philanthropy's impact by advancing the effectiveness of grantmakers and their grantees. Enright serves on the board of directors of Global Education Partnership and on the advisory board of The Center for Effective Philanthropy.



Bill Strickland is an award winning community activist, humanitarian and educator. Along his remarkable journey, Bill has received a MacArthur Genius grant, lectured at the Harvard Graduate School of Education, and served on the Board of the National Endowment for the Arts. While still in college, he founded the Manchester Craftsmen's Guild to teach pottery skills to at-risk children after school. Strickland's training center in the Manchester neighborhood of Pittsburgh is a model for similar vocational and arts efforts around the country.



Since 1980, Andy Robinson has worked with a variety of nonprofits as a fundraiser, grantwriter, editor and community organizer. All told, he has helped to raise more than \$4 million for grassroots organizations, including 150 successful proposals. He is the author of *Grassroots Grants* and *Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits*.

Who Should Attend?

- CEO's (ED's) of nonprofit organizations
- Board Members
- Funders
- Government partners
- Corporate partners
- Faith community

Program Agenda

Thursday, March 3

12:30pm	Registration opens	2:45-3:15pm	Refreshment Break
1:30pm	Opening Remarks	3:15-4:15pm	Panel Discussion Social Entrepreneurs at Work
1:50-2:45pm	Entrepreneurial Fundraising Andy Robinson	4:30-5:30pm	Social Enterprise Reception

Friday, March 4

7:15-8:30am	Registration & Continental Breakfast	10:15-11:30am	Workshops Strategic Partnerships How to Access Soft Money Creative Resource Development Earned Income: Fee for Service Earned Income: Product Sales Creating Revenue-Generating Opportunities
8:30am	Welcome and Introductions	11:30am - 12pm	Refreshment Break
8:45-9:45am	How did he do it? A conversation with Bill Strickland about reinvention	12:00-1:30pm	Lunch Keynote Kathleen Enright
9:45-10:15am	Refreshment Break	1:45-2:45pm	Panel Discussion Accessing Funding and Other Resources
		3:00 – 3:30pm	Wrap-up and tool kit

There are **3** easy ways to register!

1. Visit the website
<http://nonprofit.asu.edu>
2. Email nonprofit@asu.edu and request a emailed registration
3. Call 480.965.0607 and request a registration form be faxed to you

Save \$25 when you register before January 31!

Payment must be received no later than January 31 to receive discount.

Register Now At <http://nonprofit.asu.edu>

The price to attend this conference is \$125. (\$100 if registered before 1/31) For each organization attendee paying the full price, a board member from the same organization may attend at the discounted rate of \$90. (\$65 if registered before 1/31)